



## Town of Bluffton

### Request for Proposals (RFP #2016-05)

#### Website Development Services

#### Questions & Answers

1. We assume if there was a CMS preference, and based off the specifications these would be limited to Joomla, Wodpress, or Drupal, that it would have been highlighted.
  - *No preference on software, we are looking for input from vendor on this.*
2. Content Development - there is no specification as to the depth and breadth of necessary content development, e.g. copywriting, photography, videography, etc. Does one exist?
  - *Not currently, we are looking for input from the vendor on this.*
3. Hosting - based on the wording of the RFP, we can assume that the town has an appropriate host for its website. Will we need to setup a Microsoft Azure, AWS, or other hosting service, or does the town expect to utilize a service such as Rackspace, Media Temple, or distantly GoDaddy, Bluehost, etc? We see that an alternate request was made for in-house hosting.
  - *We are looking at a vendor hosting option or a recommendation for alternative company for hosting services.*
4. Continued Support - there is a reference to blogging. Does the town expect to contract support in blogging, or simply to develop a SEO content strategy including suggested blogs and topics? Will continued SEO consulting, and reporting beyond Google Analytics and Webmaster (which only reads suggested keywords and found keywords/CTR) be required?
  - *We will do our on blogging for the website. We will do our own reporting for the website, we may however need support from the vendor as needed.*
5. References - we assume you mean similarly scoped projects and/or individuals you can contact in an effort to determine our credentials. If this is not accurate, please let me know.
  - *Yes similar projects for referencing.*
6. [BlufftonPolice.SC.gov](http://BlufftonPolice.SC.gov) currently appears as a sister-site to the main town's site. Is that the current intention, or will they be developed as two separate sites with a similar look and feel?
  - *We will be keeping both domains active but have not decided on if the sites will be separate.*
7. We should assume for scoping the project that it will be a similar size to the current one. Many of the current website's pages are filled with links and forms for download. Will any of these forms be digitized for electronic submittal, and is the current depth and breadth of the site a correct representation for the new website?
  - *Yes all will be in digital format.*